

29 February 1980

TO: NAN ROSENTHAL/SESNON GALLERY COMMITTEE

FROM: Eduardo Carrillo

RE: "Calífas," Chicano Art Exhibition

The purpose of the Chicano Arts Exhibit entitled "Calífas," scheduled for September 20 to October 21, 1980, is to foment interest in Mexican/Chicano history and culture through the arts, specifically the presentation of works of art by Chicano artists within the state of California. Just as Santa Cruz has elements that represent all of the state's geography, the sands of the south, the trees of the north, its students also represent a cross-section from around the state. It is fitting that the Santa Cruz campus sponsor an exhibit which showcases the works of artists who have had significant impact on the Mexicano/Chicano art movement in California. This would be the first time that an exhibit of this kind has been mounted. The accompanying catalogue will serve to document an historic event of importance in California art. I would like to work on this exhibit with assistance from Cruz Zamarron, Debbie Gómez, and Philip Brookman.

List of possible artists:

San Diego:	"El Queso"
Los Angeles:	Willie Heron
	Roberto Chávez
	Judy Hernández
	Gronk
Fresno:	Gilberto Lujan
	Ernie Palomino
Sacramento:	Estéban Villa
	José Montoya
San Francisco:	Graciela Carrillo
	René Yanez
Santa Cruz:	Eduardo Carrillo
Redding:	Ramses Noriega

EC:lg

Enclosures

cc: Chancellor Sinsheimer
Vice Chancellor Marcum
Dean Moglen
Fine Arts Assistant Brookman

May 2 - 1980

Preliminary Estimated Budget

Date: February 29, 1980

EVENT: "Calífas"--Chicano Art Exhibition

Schedule: College V Sesnon Gallery

Dates: September 20 to October 21, 1980

Notes: Selection of 10-15 Chicano artists from California

CURATORIAL - (Includes research and all curatorial expenses)

Eduardo Carrillo assisted by Cruz Zamarron and Debbie Gómez

List of possible artists:

San Diego:	"El Queso"
Los Angeles:	Willie Heron
	Roberto Chávez
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	Gronk
Fresno:	Gilberto Lujan
	Ernie Palomino
Sacramento:	Estéban Villa
	José Montoya
San Francisco:	Graciela Carrillo
	René Yanez
Santa Cruz:	Eduardo Carrillo
Redding:	Ramses Noriega

Materials & Supplies: \$ 20

Research and Assistance: \$150.

Travel & Expenses: \$300.

Telephone: \$ 45.

Other: _____

Total: \$515

\$515.00

CATALOGUE - (Includes research, design and all production costs)

32-36 page catalogue including one photo of artist's work and
biographical data and statement from each artist.

2000 copies.

Research: \$ 200.

Design: \$ 200.

Typesetting: \$ 185.

Photography: \$ 250

Graphics: \$ 100.

Production: \$4000.

Total: \$4935

\$4935.00

CRATING AND SHIPPING - (includes all packing, handling & shipping)

Crating:	\$ 300.	
Packing:	\$ 200.	
Handling:	\$ 100.	
Shipping (to Santa Cruz)	\$ 300.	
Shipping (return)	\$ 300.	
Other	<u> </u>	
Total:	\$1200	\$1200.00

PREPARATION (includes all preparation of art work for installation)
for 20 to 30 works--by the artists

Mounting:	\$ 100.	
Framing:	\$ 500.	
Supplies:	\$ 200.	
Other:	<u> </u>	
Total:	\$ 800.	\$800.00

INSTALLATION (includes all materials, etc., for installations)
for 20 to 30 works; some may be three-dimensional.
Installation by Philip A. Brookman, Fine Arts Assistant

Design:	\$ 100.	
Materials:	\$ 250.	
Supports:	\$ 25.	
Special Effects:	\$ 50.	
Graphics:	\$ 25.	
Other:	<u>\$ 50.</u>	
Total:	\$ 500.	\$500.00

PUBLICITY - (includes all design, production & mailing of publicity)

Production:	\$400.	
Mailing:	\$120.	
Photography:	\$ 75.	
Graphics & materials:	\$ 30.	
Design:	\$100.	
Typesetting:	<u>\$ 25.</u>	
Total:	\$750.	\$750.00

PROGRAMS - (production costs for events and related programs)

Daniel Valdez - performing artist, and ensemble

Research:	0 (included)
Travel & Expenses:	0 (included)
Fees:	\$400.
Publicity:	0 (included)
Production:	0

ADDITIONAL COSTS

Total:	<u>\$400.</u>	<u>\$400.00</u>
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TOTAL COST	\$9100.00
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~~RETURN (any anticipated return of funds from sales and admissions)~~~~\$8000.00 on sale of catalogues.~~

May 2, 1980

Mr. Bruce Sievers
Executive Director
California Council for the
Humanities in Public Policy
312 Sutter Street
Suite 601
San Francisco, California 94108

Dear Mr. Sievers:

I am writing at the suggestion of Helene Moglen, Dean of Humanities at UCSC, who felt what I wanted to do might fall within the guidelines of the CCHPP.

Briefly, my project is to organize a Chicano art exhibition entitled "Califas." The purpose of the exhibition is to foment interest in California/Chicano history and culture through the presentation of works of art by contemporary Chicano artists. Twelve artists will be invited to exhibit one to three works which reflect and document the Chicano's role in the development of California. The exhibition would be geared for traveling and outreach. Two public institutions, one in San José and one in Sacramento, have expressed interest in such an exhibition and I am in the process of arranging appropriate exhibit spaces in Southern California. Accompanying this letter is a preliminary budget for the organization of the exhibit and its showing in Santa Cruz.

In a few days I will call to set up an appointment with your staff so that I can elaborate further on my proposal and be advised as to my application.

Sincerely,

Eduardo Carrillo
Associate Professor of Art
and Humanities

EC:lg

Enclosure

Ma 21, 1980

TO: DEAN MOGLEN
DIVISION OF HUMANITIES
Kresge College

Dear Helene:

I wrote Mr. Sievers a letter and subsequently went to San Francisco to see him. He did not feel my proposal would fit into the C.C.H.P.P. guidelines since it dealt with an exhibition of art and the Council had decided not to fund art events or performances. I could tie in with C.C.H.P.P. if I worked in a component dealing with interpretation of the works on display. Right now I feel I must concentrate on getting the funds for the exhibit part. I am working into the California Arts Council and the N.E.A. Visual Arts Division. Do you have any other suggestions?

Although I was disappointed by the results of the meeting, the trip to San Francisco was not a total disaster. I saw a wonderful exhibit of Margo Humphrey's monoprints at the San Francisco Museum of Art and I was able to make contact with an art gallery that is interested in a mural.

Regards,

Eduardo Carrillo
Associate Professor of Art &
Humanities

EC:rs

Enclosure